



# The Emerald News

MARCH - APRIL 2010 • VOLUME 2 ISSUE 2

## Reasons To Be Optimistic

### SERVING THESE COMMUNITIES

Allied Gardens

Alvarado Estates

Chollas Creek

Colina del Sol

Redwood Village

Del Cerro

Eastern City Heights

El Cerrito Heights

Fox Canyon

Grantville

Islenair

Lake Murray

MCAS Miramar

Mission Trails Regional  
Park

Murphy Canyon Heights

San Carlos

SDSU College Area

Stonebridge

Tierrasanta

Part of Oak Park

So far, 2010 has been a year of challenges. We continue to hear the economy is improving but prices don't reflect it. Unemployment and underemployment mean finances are tighter. We are all trying to get by on less, but trimming seems to be more difficult than any of us can remember.

We are kicking off a new program called **Put Pride Aside** and it's a great resource to help those San Diegans who need it most. They're our friends, neighbors, family members and perhaps even ourselves, who just can't stretch the household budgets any further. **Put Pride Aside** is designed to help with family food shortages, including food stamps, low-cost auto insurance, discounts on utility bills, and more. Many San Diegans don't even realize they qualify for these programs.

This is especially true for many of the men and women serving in our military. I've written to our Congressional delegation to ask for a change in how they calibrate combat pay against eligibility for some of these services.

This is a city-wide issue and the entire City Council is working together to get the message out. We've teamed up with the San Diego Food Bank, 211, SDG&E, and many other organizations. You'll be seeing Public Service Announcements on City-TV and on cable. Look for the special insert page in this edition of *The Emerald News* explaining **Put Pride Aside**.

There are plenty of other issues concerning District Seven and we continue to tackle them head-on. There's a new collaboration between SDSU and the Urban Corps to clean up and monitor Alvarado Canyon Creek. The Lake Murray Playground Project is moving forward with some great ideas and plenty of opportunities for you to get involved. School children are setting a great example for us all with their projects to help with Haitian Relief, while other youngsters are interested in City government.

As we head into late winter and early spring in San Diego, 2010 will continue to offer challenges but if we face them together and work as one, we can accomplish anything.

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**Community  
Representative  
Marisa  
Berumen**



**Dog Park Advocates**



**Proposed Site**



## In The Spotlight: Marisa Berumen

Team 7's Marisa Berumen serves as the Policy Advisor for Councilmember Emerald. She is responsible for reviewing all legislation coming before the City Council and compiling briefing papers for the many issues the Councilmember must vote on. Marisa handles land use and affordable housing issues. She is also accountable for issues concerning the Development Services Department, San Diego Housing Commission and League of California Cities. Additionally, she serves as the Field Representative for the Fox Canyon Neighborhood Association and Alvarado Estates.

A graduate of San Diego State University, Marisa is a frequent participant in marathons around San Diego.

## Off-Leash Dog Park In the Works

During a recent "Thursdays With Marti" meeting at the San Carlos Recreation Center, a group of dog owners expressed an interest in having an off-leash dog park in District 7. Councilmember Emerald, is a dog lover and owner herself, agreed. After looking at possible locations, the mesa above Rancho Mission Canyon Park off Larchwood Avenue was deemed the most likely spot. You can view the list of requirements at [www.sandiego.gov/park-and-recreation/general-info/dogs](http://www.sandiego.gov/park-and-recreation/general-info/dogs)

Team-7 immediately got to work with the dog park advocates. They've already held one public meeting at Rancho Mission Canyon Park to listen to community concerns and suggestions. The potential off-leash dog park site was presented as an informational item at the Allied Gardens Recreation Council meeting March 1, 2010. Local architect Jeff Katz has agreed to volunteer his services to design the dog park. The plan for an off-leash dog park at Rancho Mission Canyon Park is scheduled as an action item at the May 3, 2010 meeting of the Allied Gardens Recreation Council. If you are interested in working with this group, please contact Maxine Cutler at [mpcutler@earthlink.net](mailto:mpcutler@earthlink.net)

More photos of the group and the proposed off-leash dog park site are available on Councilmember Emerald's website at [www.sandiego.gov/citycouncil/cd7](http://www.sandiego.gov/citycouncil/cd7)

If you are interested in meeting with your Councilmember at one of her "Thursdays With Marti," please contact our Office Manager, Bonnie Pearson, at 619.236.6677 to schedule one. It's a great opportunity to share your ideas with Councilmember Emerald, face to face.

# Celeste Weinsheim Remembered



## From a recent City Council Meeting Adjournment in Memorial:

Thank you for joining me today in celebrating the life of Celeste Weinsheim who passed away two weeks ago after a long battle with cancer.

This lovely woman was a mother, grandmother, volunteer and community leader in Tierrasanta. Celeste defined leadership through her selfless commitment to children, parks and the quality of life in our neighborhoods.

In the earliest days of the Tierrasanta community, nearly 40 years ago, Celeste joined the Little League Board. She coached her daughter's team for 10 years. She even served as an umpire.

Celeste was a Charter Member of the Tierrasanta Recreation and Open Space Councils, attending more than 700 meetings. She was instrumental in building play fields at Tierrasanta's many schools, including Vista Grande, which is named in her honor. It's a beautiful project that was honored by the American Public Works Association as one of the finest in the nation.

All of Celeste's volunteer efforts were intended to accomplish one thing: to build a strong, healthy community. And through her neighborhood newspaper, the *Tierra Times*, Celeste told the story of Tierrasanta: the joy of each new birth, of children honored for their grades and citizenship, of engagements and marriages, the sorrow of neighbors passing, and she shared with all of us opportunities to make a difference.

Celeste Weinsheim was the glue that brought the people of Tierrasanta together. She has inspired generations of our neighbors to reach higher, to make a difference, and to be better people.

## MARTI'S MISSION STATEMENT



*Empower  
constituents to  
improve their  
quality of life,  
economy, and  
neighborhoods  
through the  
effective use of  
responsive,  
transparent,  
and trustworthy  
government.*



Dedication of the playground at Vista Grande Elementary in Tierrasanta

Councilmember  
Marti Emerald is  
focused on  
maintaining and  
enhancing the  
District's  
Communities  
by preserving  
important  
neighborhood  
public services  
such as  
libraries, parks,  
police, fire and  
public safety.

## When It Rains, It Floods

That's been the story of Alvarado Creek. This flood channel continues to be one of the City's toughest flooding areas. A new collaboration between San Diego State University and the Urban Corps brings students together to replace non-native, invasive vegetation with native plants, and to get the flood channel flowing freely.



## Mark Your Calendar:

**Rolando Park Elementary School Car Wash** Mar 6th, 1—3 pm, at the school, 6620 Marlowe Drive. Student fundraiser for Haiti Relief. Call 619-582-5414.

**Consumer Protection Day** Mar 13th, 9:30 am—2:30 pm, Scottish Rite Event Center in Mission Valley. Dollars & Sense: Tips for Teens & Adults. Free event, lots of useful information. For more info: <http://sandiego.bbb.org/2010-consumer-protection-day>

**American Red Cross Free CPR Saturday**, Mar 13th, 7 am and continuing on the hour until 1 pm, on the concourse downtown. For more info: [www.givelife.org](http://www.givelife.org)

**Explore SDSU: Open House**, Mar 20th, 10 am—3 pm Learn about SDSU, fun, food, and entertainment. For more info: [sdsu.edu](http://sdsu.edu)

**Rolando Park Elementary School Dog Walk**, Mar 20th, 1—3 pm, at the school, 6620 Marlowe Drive. Students will walk your dog, for a fee, to raise money for Haiti Relief. Call 619-582-5414.

**Easter Egg-stravaganza**, Apr 3, 10 am—Noon, Montezuma Neighborhood Park, hosted by RIZE San Diego Congregation.

**Rolando Park Elementary School Jog/Walk**, Apr 16th, starting at 2 pm. Students will walk and/or jog around the school track to raise money to help the children in Haiti. Call 619-582-5414.

# Lake Murray Playground Project Update

The Lake Murray Playground Project continues to move forward. Planning and fundraising are well underway. "This is an exciting project," says Councilmember Marti Emerald. The goal is to raise enough money to make the playground attractive to local children once again. Check it out: [www.lakemurrayplaygroundproject.org](http://www.lakemurrayplaygroundproject.org)



## San Carlos Library Essay Winners



BEN KELLY



AYA NELSON



JESSICA ZITO

# City Works New On-Line Tool

The City of San Diego has a helpful tool for identifying construction projects in a specific area. It's called **City Works** and it's easy to use. Just remember to disable pop-up blockers on your computer or it won't work.

Log on to [www.sandiego.gov](http://www.sandiego.gov)

Find the "Search" box on the top right corner

Type City Works and click "Search"

Click on the link on top of the list "San Diego City Works"

**\*\*NOTE:** It's necessary to disable pop-up blockers while using this program

Click on "Start Map Viewer"

Click "Find Location" From the blue tabs on top of the screen

Click on "Address" from the menu that appears on the right side of the screen

Enter house number and street name in the appropriate box.

**\*\*NOTE:** Please enter only the first 2 letters to abbreviate street, avenue, road, boulevard, etc (for example: st, av, ro, bl)

Click "Submit"

By clicking and holding down the mouse, create a square around the area of interest. This will create a pop-up window with the list of projects located in the area.

**\*\*NOTE:** Project information and schedule are subject to change.

For any project specific information, please contact the Engineering and Capital Projects Department at 619-533-4207 or [engineering@sandiego.gov](mailto:engineering@sandiego.gov).

# Rolando Park 5th Grade Safety Patrol Wants To Help



**Students present Haiti Relief project to Councilmember Emerald**



The images from Haiti were haunting and the Safety Patrol from Rolando Park Elementary School knew they had to pitch in to help. These 5th-graders are leading the relief effort in their school and neighborhood.

They have been busy collecting food, water, clothing and medical supplies which will be shipped to Port-au-Prince. They also have some fundraising projects planned, including a car wash, a walk/jog-a-thon, and a dog walk where the students will walk your dog at the school—for a fee of course!

The students also plan to produce a coloring book to send to the children of Haiti and asked Councilmember Emerald to write a letter on their behalf to the President's daughters, Malia and Sasha Obama, to ask for a drawing from them to include in a coloring book.

"These students are a shining example of who our next generation of leaders will be," said Councilmember Emerald. "We've all been touched by the events in Haiti, and these San Diego children are really stepping up to help."

*"These students are a shining example of who our next generation of leaders will be."*

The students had one more favor to ask of Councilmember Emerald. Would she please come to their class and read a story to them?



**Councilmember Emerald prepares for class**



**Sharing a love of reading**



# Hearst Elementary Civics Lesson



Hearst Elementary students pose with Councilmember Marti Emerald

Hearst Elementary School received a first-hand look at how San Diego government works. Mrs. McNeil teaches Civics to these Del Cerro 2<sup>nd</sup> graders and partnered with Councilmember Marti Emerald and the City Clerk's Office to coordinate a visit to City Hall. On February 23<sup>rd</sup>, twenty-five students were given the honored-guest treatment during the Council Meeting and were able to go up to the podium with their teacher to speak in front of the entire City Council.

After they completed their business with the City, the students toured Councilmember Emerald's office and had time for questions and answers with Marti's staff.

The children were engaged and genuinely interested in how their government works. Councilmember Emerald plans to visit Hearst Elementary very soon and read to all the 2<sup>nd</sup> grade classes.



# Free Recycling Event in Allied Gardens

If clutter is taking over your life, Councilmember Marti Emerald has some great news! A free community cleanup and recycling event is scheduled for Saturday, March 13, 2010 from 8:00am to 1:00pm at Lewis Middle School, 5170 Greenbrier Avenue. It's time to clean out the junk!

The City of San Diego Environmental Services Department will place several 40 cubic yard bins in the parking lot at Lewis Middle School. This is perfect for those items too large to fit in your regular trash can, such as carpeting, junk furniture, mattresses, and bundled palm fronds. They will also accept appliances, TV's, computer monitors, VCR's, lawnmowers, metals, bundled wood and yard trimmings. Hazardous waste like paint, oil, batteries, propane tanks, light bulbs/tubes, and construction debris will NOT be accepted. Please contact Code Compliance Officer Maxine Brown-Williamson for further information about this event: 858.573.1202.

Councilmember Emerald says THANK YOU to Lewis Middle School Principal Brad Callahan and his staff for hosting this community event!

Lewis Middle School is located next to the Allied Gardens Community Park

# Lake Murray Sinkhole



“Thankfully, no one was hurt.”



January’s rains tested some areas in District Seven, including the pedestrian path/service road around Lake Murray. The large, corrugated pipes used to funnel water under the roadway had rusted, which set the stage for extensive erosion, and washed out the foundation, taking the pathway with it. “Thankfully, no one was hurt,” said Councilmember Emerald.

Temporary repairs to restore the service road were completed within a few days. A permanent solution should be completed by Memorial Day.

## 14th Annual MTRP Awards

Mission Trails Regional Park is one of the largest urban parks in the United States and is enjoyed by thousands of hikers and nature-lovers every year. On Saturday, February 6<sup>th</sup>, Councilmember Marti Emerald was on hand to celebrate and thank the many volunteers who tend this beautiful 6800 acre park. In her remarks, Councilmember Emerald admitted to being a huge fan of MTRP, noting that she has been hiking the Fortuna Trail for 15 years.

The Volunteer of the Year Award went to Don Steele. Tom Thompson was honored for both the Most Volunteer Hours and Visitor Center Volunteer. Other awardees: Habitat Restoration to Terry Gaughen; Park Beautification to Doug Fenske; Trail Restoration to Robert Graham; Volunteer Patrol to Robert Holmes; Trail Guide to Steve Haiman; Gift Shop Volunteer to Chris Axtmann; and Art Program Volunteers to Shandel Gamer and Jill Tucker. Awards were presented by Senior Ranger Tracey Walker who was assisted by staff members David Lee; Patty O’Reilly; Mel Naidas; Heidi Gutknecht; and Carmello Esquer.

Councilmember Emerald also thanked the MTRP Foundation, led by Dorothy Leonard, Joseph Morse, and Nancy Acevedo. Learn more at: [www.mtrp.org](http://www.mtrp.org)



Marti & Tom Thompson

Marti, Don Steele & Tracy Walker



Marti & Dorothy Leonard

Marti & Jay Wilson



Courtesy of BrentHaywood Photography.com

## Thursdays With Marti

Often, the best way to get to know the people in the community and what really concerns them is to get out into the neighborhoods. So every Thursday, Councilmember Marti Emerald will be in a different community from 9:30 am - 2:30 pm.

Marti's Thursday schedule:

- 1st Thursday: College - Rolando Library
- 2nd Thursday: San Carlos Recreation Center
- 3rd Thursday: Tierra Towne Center—Note NEW Location!
- 4th Thursday: AM: Allied Gardens Library  
PM: Allied Gardens Recreation Center

Please contact your Community Representative to schedule a meeting with Marti.

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## Your Community Representatives:

Xema Jacobson—Chief of Staff, Tierrasanta, Marine Corps Air Station Miramar and Military issues.  
(619) 236-7178 and [xjacobson@sanidiego.gov](mailto:xjacobson@sanidiego.gov)

Marisa Berumen—Alvarado Estates and Fox Canyon.  
(619) 236-6435 and [mberumen@sanidiego.gov](mailto:mberumen@sanidiego.gov)

Cynthia Harris—College Area, El Cerrito and Stonebridge.  
(619) 533-5897 and [crharris@sanidiego.gov](mailto:crharris@sanidiego.gov)

Kim Nguyen—City Heights, Rolando Park, Rolando Village, Redwood Village and Oak Park.  
(619) 236-7042 and [klnguyen@sanidiego.gov](mailto:klnguyen@sanidiego.gov)

Chris Pearson—Allied Gardens, Del Cerro, Grantville, Lake Murray, Navajo, San Carlos and Mission Trails Park.  
(619) 236-6677, (619) 846-1095 and [cpearson@sanidiego.gov](mailto:cpearson@sanidiego.gov)

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### Councilmember Marti Emerald's City Website:

[www.sanidiego.gov/citycouncil/cd7](http://www.sanidiego.gov/citycouncil/cd7)

**Flu Information:** [www.211sanidiego.gov](http://www.211sanidiego.gov)

# Snapshots



Councilmember Marti Emerald at MLK Breakfast



San Carlos Bay at Lake Murray Sinkhole Repair



Tierrasanta High School Student Lauren Mundell "job-shadows" Councilmember Marti Emerald



Rescue Task Force gets ready for Haiti relief



Patrick Henry High alums win TV's Amazing Race competition and are honored at City Council



102-year old Nina Lee Burkett is honored by Councilmember Emerald with District Seven Proclamation



"We continue to hear about how the economy is recovering but for many San Diegans, it's just talk. I've enlisted the help of the City Council, the San Diego Food Bank, and many community partners to get the word out that there is real help available to those struggling to make ends meet. Please check out the programs listed here and ***Put Pride Aside***, get the help you need."

*Councilmember Marti Emerald*



The 211 program can steer you in the right direction to find the help you need. Simply dial **211** on your telephone or follow this link: <http://www.211sandiego.org/>



SDG&E offers 20% CARE discounts, free home weatherization, and a financial assistance program. To find out if you qualify, follow this link: <http://www.sdge.com/residential/assistance/>



California Lifeline is a program offered through AT&T providing low-income telephone service. Learn more at: <http://www.att.com/gen/general?pid=10278>



Sometimes a little extra food on the table can take the pressure off of families in these difficult times. Please see the other side of this page to see the many organizations that can help.



### About the *Put Pride Aside* campaign

The ***Put Pride Aside*** campaign is a joint initiative sponsored by Councilmember Marti Emerald and San Diego City Council, the San Diego Food Bank and the campaign's participating partners (listed below). The campaign encourages San Diegans struggling in this difficult economy to "put pride aside" and access the resources provided by the San Diego Food Bank and its partner organizations listed below.

### ***Put Pride Aside* partner organizations**

#### **For information on all social services contact:**

211 San Diego [www.211sandiego.org](http://www.211sandiego.org)

#### **Housing/shelter:**

Alpha Project [www.alphaproject.org](http://www.alphaproject.org)  
Chicano Federation [www.chicanofederation.org](http://www.chicanofederation.org)  
Interfaith Shelter Network [www.interfaithshelter.org](http://www.interfaithshelter.org)  
MAAC Project [www.maacproject.org](http://www.maacproject.org)  
San Diego Coalition for the Homeless [www.sdhomeless.org](http://www.sdhomeless.org)

#### **Food assistance:**

San Diego Food Bank [www.sandiegofoodbank.org](http://www.sandiegofoodbank.org)  
Southbay Community Services [www.southbaycommunityservices.org](http://www.southbaycommunityservices.org)  
American Red Cross San Diego [www.sdarc.org](http://www.sdarc.org)  
Jewish Family Service [www.jfssd.org](http://www.jfssd.org)

#### **Low-cost utility/insurance programs:**

California Lifeline (Telephone) [www.californialifeline.com](http://www.californialifeline.com)  
California Low Cost Auto Insurance Plan [www.insurance.ca.gov](http://www.insurance.ca.gov)  
SDG&E Care Program (Gas & electricity) [www.sdge.com](http://www.sdge.com)

#### **Employment training/ assistance:**

Comprehensive Training Systems [www.ctsjobs.org](http://www.ctsjobs.org)  
San Diego Workforce Partnership [www.sandiegoatwork.org](http://www.sandiegoatwork.org)  
Goodwill Industries [www.sdgoodwill.org](http://www.sdgoodwill.org)  
Jewish Family Service [www.jfssd.org](http://www.jfssd.org)  
MAAC Project [www.maacproject.org](http://www.maacproject.org)  
Urban League of San Diego [www.sandiego.urbanleague.us](http://www.sandiego.urbanleague.us)

#### **Healthcare:**

Consumer Center for Health Education [www.healthconsumer.org](http://www.healthconsumer.org)  
Council of Community Clinics [www.ccc-sd.org](http://www.ccc-sd.org)  
Elder Help [www.elderhelpofsandiego.org](http://www.elderhelpofsandiego.org)  
Family Health Centers [www.fhc-sd.org](http://www.fhc-sd.org)  
VA Medical Center [www.sandiego.va.gov](http://www.sandiego.va.gov)  
La Maestra Community Health Centers [www.lamaestra.org](http://www.lamaestra.org)  
Unite for Sight [www.uniteforsight.org](http://www.uniteforsight.org)  
Mental Health Systems [www.mhsinc.org](http://www.mhsinc.org)  
Neighborhood Health Clinic [www.nhcare.org](http://www.nhcare.org)

#### **Family/ child/ youth services:**

Southbay Community Services [www.southbaycommunityservices.org](http://www.southbaycommunityservices.org)  
MAAC Project [www.maacproject.org](http://www.maacproject.org)  
YMCA [www.ymca.org](http://www.ymca.org)  
YWCA [www.ywcasandiego.org](http://www.ywcasandiego.org)

#### **Immigration/ refugee services:**

International Rescue Committee [www.theirc.org](http://www.theirc.org)

#### **Mortgage/ foreclosure advice:**

Housing Opportunities Collaborative [www.myhousingforall.org](http://www.myhousingforall.org)

#### **Military social services:**

Armed Services YMCA [www.asymca.org](http://www.asymca.org)  
Vietnam Veterans of San Diego [www.vv-sd.net](http://www.vv-sd.net)

## DISTRICT 7 LIBRARIES

### Allied Gardens

5188 Zion Avenue  
San Diego, CA 92120  
(619) 533-3970

### College-Rolando

6600 Montezuma Road  
San Diego, CA 92115  
(619) 533-3902

### City Heights

3795 Fairmount Avenue  
San Diego, CA 92105  
(619) 641-6100

### Oak Park

2802 54th Street  
San Diego, CA 92105  
(619) 527-3406

### San Carlos

7265 Jackson Drive  
San Diego, CA 92119  
(619) 527-3430

### Tierrasanta

4985 La Cuenta Drive  
San Diego, CA 92124  
(858) 573-1384

## RECREATION CENTERS

### Allied Gardens Rec. Center

5155 Greenbrier Avenue  
San Diego, CA 92120  
(619) 235-1129

### Colina Del Sol Rec. Center

5319 Orange Avenue  
San Diego, CA 92115  
(619) 235-1144

### San Carlos Rec. Center

6445 Lake Badin Avenue  
San Diego, CA 92119  
(619) 527-3443

### Tierrasanta Rec. Center

11220 Clairemont Mesa Blvd.  
San Diego, CA 92124  
(858) 573-1393

# IMPORTANT PHONE NUMBERS

Abandoned Vehicles	.....	858-495-7856
Animal Regulation	.....	619-236-4250
Beach & Bay Advisory	.....	619-338-2073
Birth & Death Records	.....	619-237-0502
Brush/Weed Abatement	.....	619-533-4444
Building Permits	.....	619-446-5000
Buses/MTS Access	.....	619-233-3004
Canyon Watchers Program	.....	858-292-6484
City Council Docket Info	.....	619-533-4000
City Directory	.....	619-236-5555
Code Violations	.....	619-236-5500
Curb Violations	.....	619-527-7500
Dead Animal Removal	.....	858-694-7000
Dog Licenses	.....	619-767-2675
Fire Stations	.....	619-533-4300
Graffiti	.....	619-525-8522
Hazardous Materials Hotline	.....	858-694-7000
Housing Commission	.....	619-231-9400
Humane Society	.....	619-299-7012
Noise Regulation	.....	619-236-5500
Office of Small Business	.....	619-685-1390
Park & Recreation	.....	619-525-8219
Parking Citations	.....	619-236-7145
Police: Non Emergency	.....	619-531-2000
Pot Hole Hotline	.....	619-527-7500
Recycling Hotline	.....	858-694-7000
Senior Citizens Services	.....	619-236-6905
Sewer Repair/Spills	.....	619-515-3525
Sidewalk Maintenance	.....	619-527-7500
Social Services Information	.....	211
Storm water Pollution Hotline	.....	619-235-1000
Street Lights	.....	619-527-7500
Street Sweeping	.....	619-527-7500
Traffic Control	.....	619-533-3126
Tree Maintenance	.....	619-527-7500
Vector Control	.....	858-694-2888
Waste Reduction & Disposal	.....	858-492-5010
Water Emergency	.....	619-515-3525
Water Utilities	.....	619-515-3500
Zoning Regulation Info	.....	619-236-5555